50% (NFHS III) deliveries take place at home. The Government has under the National Rural Health Mission (NRHM) instituted post delivery home visits by the health workers so that timely care can be provided to new borns.

Pesticides in colas

†71. SHRI JAI PARKASH AGGARWAL: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether traces of pesticides have been found in large quantities in cold drinks;

(b) whether Government is aware of the advertisements by cola companies which have been endorsed by celebrities claiming these cold drinks to be hundred per cent safe for cola users;

(c) if so, whether Government intend to ban the publication of such misleading advertisements; and

(d) if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SHRIMATI PANABAKA LAKSHMI): (a) to (d) The products cold drinks are covered under the Standards of Carbonated Water prescribed under Prevention of Food Adulteration (PFA) Rules, 1995. The standards for carbonated water under the PFA Rules do not prescribe any limits for pesticide residues. However water used in the manufacture of carbonated water is required to conform to the standards of Packaged Drinking water, wherein the limits for pesticide residues have been prescribed. Water comprises approximately 88% of most of carbonated drinks.

Rule 43-A of the PFA Rules, 1955 provides that there shall be no advertisement of any food which is misleading or contravening the provisions of PFA Act, 1954 or the Rules made there under. Violation of any provisions of the PFA Act, 1954 and Rules made there under attracts penal action under the said Act. The PFA Act, 1954 is implemented by the State/UT Governments.

Maternal mortality rate

72. SHRI MAHENDRA MOHAN: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether it is a fact that despite rapid economic progress, the country is still far away from the goal of lowering maternal mortality to less than 100 per 100,000 live births which still accounts for 25.7 per cent maternal deaths;

(b) if so, the details of action taken in this regard particularly in rural areas; and

(c) what is maternal and child mortality rates in different States and how far National Rural Health Mission has been instrumental in bringing down child and maternal mortality rates in the country?

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†Original notice of the question was received in Hindi.